YOUR COLUMBIA PRESSBOOK FOR

WINTER A-GO-GO

THE CAST

Danny Frazer ..... James Stacy
Jeff Forrester ..... William Wellman, Jr.
Jo Ann Wallace ..... Beverly Adams
Burt ..... Anthony Hayes
Janine ..... Jill Donohue
Frankie ..... Tom Nardini
Bob ..... Duke Hobbie
Dee Dee ..... Julie Parrish
Jonesy ..... Nancy Czar
Penny ..... Linda Rogers
Dori ..... Judy Parker
Roger ..... Bob Kanter
Jordan ..... Walter Maslow
Cholly ..... H. T. Tsiang
Will ..... Buck Holland

The Nooney Rickett Four with Joni Lyman
The Reflections
"Winter A-Go-Go" Sung by The Astronauts

THE CREDITS

Screenplay by Bob Kanter; Story by Reno Carell; Produced by Reno Carell; Directed by Richard Benedict: Music by Harry Betts; Songs, "Winter A-Go-Go," "King of the Mountain" and "Ski City" by Howard Greenfield and Jack Keller; "Hip Square Dance" by Steve Venet, Tommy Boyce, Bob Hart and Harry Betts; "Do the Ski (With Me)" by Steve Venet, Tommy Boyce, Bob Hart and Toni Wine; Director of Photography, Jacques Marquette; Production Manager, Jack Lacey; Art Director, Walter Holscher; Film Editor, Irving Berlin, A.C.E.; Set Decorator, Morris Hoffman; Assistant to Producer, Jan Lloyd; Assistant Director, Robert Vreeland; Choreography, Kay Carson; Recording Supervisor, Earl Snyder; Costumer, Joe Dimmitt; Make-up Supervisor, Dan Greenway; Hair Stylist, Linda Trainoff; Ski Clothes by Roffe-Rene, Inc.; Sweaters by Demetre; Motorcycles by Suzuki; Color by Pathe; a Reno Carell Production. A Columbia Pictures release.

THE STORY

(Not for Publication) With Danny Frazer as his friend and assistant, Jeff Forrester turns an inherited ski lodge at Lake Tahoe into a popular place for young people. Busy with the enterprise, he has no time for lovely Jo Ann Wallace, his secretary. Jeff and Danny have trouble with Burt, a ski-bum with an affinity for Janine, one of the guests at the lodge, finally learning Burt is working for the mortgage-holder, Jordan. Burt comes to realize the error of his ways, after a near-tragic battle with Jeff, and success of Jeff's place is assured. The Ski Honeys hired by Danny, and chased by Frankie, swing into a-go-go action to the rhythms of the Nooney Rickett Four and The Reflections.

Running Time: 88 Minutes

OFFICIAL BILLING

COLUMBIA PICTURES 25%

presents

WINTER A-GO-GO 100%

starring

JAMES STACY 100%

WILLIAM WELLMAN, JR. BEVERLY ADAMS 15%

ANTHONY HAYES JILL DONOHUE DUKE HOBBIE 15%

and

TOM NARDINI 50%

with The Nooney Rickett Four and The Reflections 15%

featuring the "Ski-Honeys" 25%

Screenplay by BOB KANTER Story by RENO CARELL 15%

Produced by RENO CARELL Directed by RICHARD BENEDICT 15%

COLUMBIACOLOR 25%

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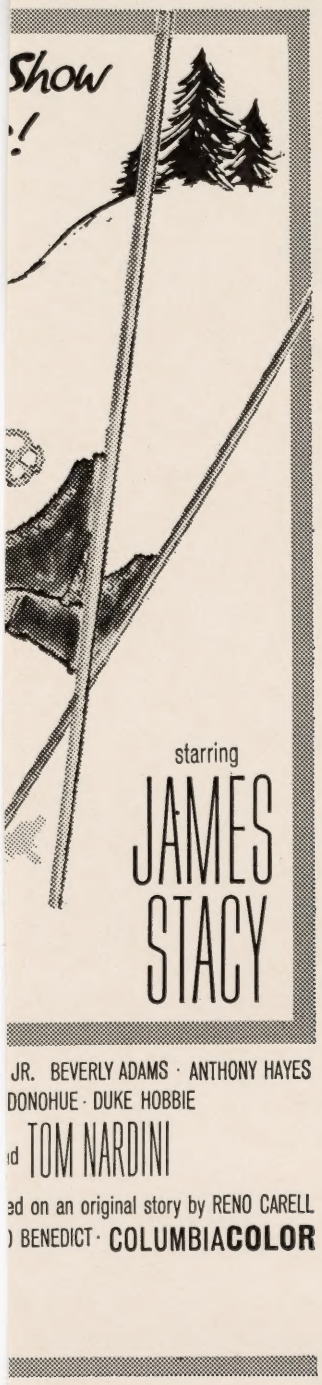

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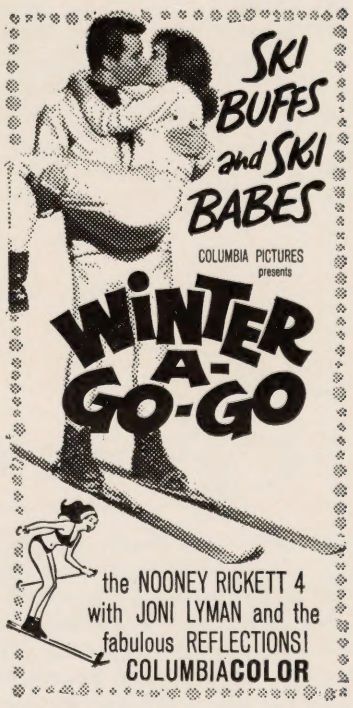

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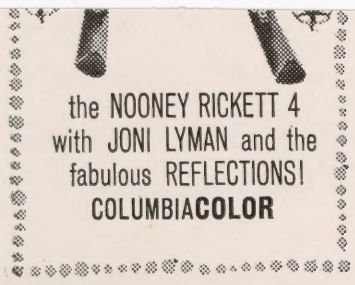

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Ad No. 202—150 Lines—2 Cols. x 5¾ Inches

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SUZUKI MOTORCYCLES

The use of Suzuki Motorcycles in the film, "Winter A-Go-Go," establishes an opportunity for you to develop a promotion with dealers of that product in your town.

Still No. RP-119 shows Linda Rogers, Tom Nardini and Cheryl Hurley on the "bikes" and Still No. RP-155 features Producer Reno Carell and Nancy Czar on a "cycle."

Use these stills and others from the film plus poster paper to build displays in the Suzuki dealer's window and offer him, in return, the opportunity to display his product someplace in and about the theatre. Promotional exhibits at either of these locations should carry full credit for the film, theatre and the Suzuki dealer.

Suzuki dealers are being alerted to this promotion by Mr. Lloyd Settle, public relations director of United States Suzuki Motor Corporation. If you require additional help or information, write him at 4201 Shady Glade, Studio City, California (Telephone: 877-5635 Area Code 213).

Coca Cola Tie-In!

A number of scenes in the film, and Still No. R184, have specific mention of Coca Cola, "coke." Go after local Coca Cola bottler for cooperation in promoting his product and your picture:

- Bottle-cap collecting, with most Coca Cola caps winning guest admissions to the film. This might be publicized via the bottler's radio and TV spots, which are tagged with copy calling attention to the stunt and the picture.
- Co-op newspaper ad campaign.
- Locally-printed posters using Still No. R184 and full credits, planted wherever "coke" is sold.
- "Coke Party" with local disc jockey playing host.
- "Lucky number" tabs or stickers on all Coca Cola bottles in stores, or just your credits on a locally-printed paper collar.

PLAY UP THE 'SKI-HONEYS'

They're tomorrow's young stars, and they rate special attention in your promotion of "Winter A-Go-Go;" Obtain their stills for a lobby display, along the lines of "See the New Stars in 'Winter A-Go-Go!' " You might also set up a "Vote Your Favorite" in your lobby, advance and current, with audiences balloting for "prettiest," "most charming," "healthiest," etc. The girls, and their stills, are:

Still No. 228, Beverly Adams	Still No. R322, Linda Rogers	Still No. 514, Arlene Charles
Still No. 183, Jill Donohue	Still No. R358, Carey Foster	Still No. R275, Cherie Foster
Still No. R518, Julie Parrish	Still No. R467, Cheryl Hurley	Still No. 162, Nina Wayne

Snow Wear Styles!

Stage a "Winter A-Go-Go" Style Show, in conjunction with leading department store or women's wear shop. Store uses your stills in ads, windows and inside, in plugging the style show, which might be held opening night of the film.

Ski-clothes worn in the film — ski pants, suits, parkas, etc. — were manufactured by Roffe-Rene, Inc., 419 First Ave. South, Seattle, Washington 98104, whose sales manager—Lynn K. Fix — can put you in touch with local outlets.

The Music

"Winter A-Go-Go" has been recorded by The Hondells for a Mercury Records single and "I'm Sweet on You" is a single by April Stevens and Nino Tempo, released by Atco Records. Check your music outlets and disc jockeys.

Travel Agencies

"Winter A-Go-Go" was filmed in Heavenly Valley, on the south shore of Lake Tahoe. Year-round winter resorts make your "Winter A-Go-Go" a strong promotional possibility whatever the time of year you play it . . . with travel agencies . . . transportation companies . . . sports and resort fashion departments . . . luggage shops . . . sports stores! Go after windows, advertising, package-stuffers, etc.

Invite Teen-Agers

Make sure the teen-agers in your community learn all about "Winter A-Go-Go"! Get publicity material and mats to the school newspapers, and see that the picture is reviewed; in addition, try for fraternity or other school election of a "Winter A-Go-Go Girl," or other beauty or popularity contest.

(Mat 2A; Still No. R730) James Stacey pretends he is sleep-walking when he is discovered on the girls' side of the ski hostel in "Winter A-Go-Go," exuberant new Columbia Pictures release in color. Starred with Stacey in the film are William Wellman, Jr., Beverly Adams, Anthony Hayes, Jill Donohue, Duke Hobbie and Tom Nardini.

REVIEW

Beautiful girls, handsome men, spectacular backgrounds, catchy songs and a plot that moves as rapidly as a skier racing down a mountain, those are the entertainment ingredients of "Winter A-Go-Go", the new Columbia Pictures release in color at the ..... Theatre. "Winter A-Go-Go" is all about winter skiers, and fun and games in a ski resort.

Filmed in Heavenly Valley, on the south shore of Lake Tahoe, "Winter A-Go-Go" stars a young cast which includes James Stacy, William Wellman, Jr., Beverly Adams, Anthony Hayes, Jill Donohue, Duke Hobbie and Tom Nardini. A bevy of bikini beauties, the "Ski-Honeys", are featured, as are the singing groups: The Nooney Rickett Four and The Reflections. Songs heard in the film include the title tune, "King of the Mountain," "Ski City," "Hip Square Dance" and "Do the Ski (With Me)".

Story of "Winter A-Go-Go" revolves about a ski lodge inherited by Wellman who, with Stacy as his principal aid and Miss Adams as his secretary, sets out to make it a popular resort. Complicating their lives are the mortgage-holder, who wants to take possession, and two of the skiers he employs to move in and cause trouble. Hayes, as one of the duo, is a former boy friend of Wellman's loveliest guest, Miss Donohue, and he ultimately returns to the more heroic side of the story. Tom Nardini, who was so delightful in "Cat Ballou" as the Indian ranch hand, appears in "Winter A-Go-Go" as an ineffectual romantic surrounded by pretty girls who prefer the other men in the cast.

Screenplay for "Winter A-Go-Go" was written by Bob Kanter from an original story by producer Reno Carell. Richard Benedict directed.

STACY SINGS

James Stacy, one of the stars of "Winter A-Go-Go," the Columbia Pictures release in color at the ..... Theatre, makes his singing debut in the film. Stacy sings "Hip Square Dance," by Steve Benet, Tommy Boyce, Bob Hart and Harry Betts. "Winter A-Go-Go" stars Stacy, William Wellman, Jr., Beverly Adams, Anthony Hayes, Jill Donohue, Duke Hobbie and Tom Nardini. Reno Carell produced.

FIVE SONGS

Five swinging tunes are heard in "Winter A-Go-Go," Columbia Pictures' exuberant new release at the ..... Theatre in color. The songs are the title tune, "King of the Mountain" and "Ski City," all by Howard Greenfield and Jack Keller; "Hip Square Dance", by Steve Venet, Tommy Boyce, Bob Hart and Harry Betts, and "Do the Ski" (With Me), by Venet, Boyce, Hart and Toni Wine.

GENERAL ADVANCE

"Winter A-Go-Go," reportedly an exuberant and entertaining new film set in a ski lodge, opens ..... at the ..... Theatre with a cast of beautiful girls and handsome men. A Columbia Pictures release in color, "Winter A-Go-Go" was filmed in Heavenly Valley, on the south shore of Lake Tahoe, a popular winter sports resort with some of the most spectacular scenery this side of Switzerland.

The cast of "Winter A-Go-Go" includes James Stacy, William Wellman, Jr., Beverly Adams, Anthony Hayes, Jill Donohue, Duke Hobbie and Tom Nardini. The "Ski-Honeys," a bevy of bikini beauties, are featured in the film, as are two singing groups: The Nooney Rickett Four and The Reflections. Songs heard in the film include the title tune, "King of the Mountain," "Ski City," "Hip Square Dance" and "Do the Ski (With Me)".

"Winter A-Go-Go" has Wellman inheriting a ski lodge which he sets out to make into a popular resort for young people, aided by Stacey and Miss Adams. The mortgage-holder, anxious to take over the property, hires a couple of skiers to move in and cause trouble; the trouble they kick up includes a fight or two, and a ski-duel which ends in near-tragedy.

Bob Kanter penned the screenplay for "Winter A-Go-Go" from an original story by the film's producer, Reno Carell. Richard Benedict directed.

ANTHONY HAYES

Big, masculine and good looking, Anthony Hayes is a man who's forever being surprised by the way things happen.

Tony, who is one of the young stars at the ..... Theatre in "Winter A-Go-Go", a Columbia Pictures release, in color, had been content as a New York businessman, but his first surprise occurred during his days in the service. To alleviate his boredom, he sought a part in a play. The surprise he got from acting, something he'd never thought of doing, was the most pleasant in his life.

Out of the Army, Hayes sought out an actors' agent who told him to take some drama lessons and then come back. He did both. After silent bits in the TV shows, "The Defenders" and "The Nurses," and his first speaking part in a "Naked City" segment, he had a real shocker when Columbia Pictures signed him to appear opposite Joan Crawford in "Strait-Jacket."

"Can you beat that?" Hayes says incredulously. "Me, rehearsing with **her**?"

In spite of his propensity toward being surprised, Anthony Hayes has an eminently practical attitude toward his new calling. "I don't anticipate overwhelming the industry, but it doesn't overawe me," he says. Which is the attitude of a winner.

ADVANCE NOTICE

Columbia Pictures' "Winter A-Go-Go", starring James Stacy, opens ..... at the ..... Theatre in color. Also starred are William Wellman, Jr., Beverly Adams, Anthony Hayes, Jill Donohue, Duke Hobbie and Tom Nardini. The film features The Nooney Rickett Four, The Reflections and the "Ski-Honeys." Bob Kanter penned the screenplay from a story by producer Reno Carell. Richard Benedict directed.

WELLMAN, JR.

William Wellman, Jr., had a choice: acting or athletics. He choose acting and, currently at the ..... Theatre in "Winter A-Go-Go," in Columbia color, he is one of the stars in a swift-paced, music-loaded story of youthful exuberance on the ski-slopes overlooking Lake Tahoe. As a teen-ager, Wellman trained in the ring with Johnny Indrisano; he has several fights in the new Columbia release, including one on skis.

Also an expert baseball player, Wellman won a trial with the New York Giants while still in high school, but his father insisted he finish college before determining on a career. At Duke University he was undefeated as an amateur fighter, made the university golf team and later played in a number of amateur and professional tournaments.

Wellman made his screen debut in "Lafayette Escadrille" and followed with roles in "Sayonara" and "Darby's Rangers," Among his many films are "High School Confidential," "Pork Chop Hill," "The Horse Soldiers," "Sergeant Rutledge," "Dondi," "The Errand Boy" and "How the West Was Won." His television credits included "Gunsmoke," "Pony Express," "Gunslinger" and "Laramie." He has appeared on the stage in "Stalag 17," "Send Me No Flowers" and the musical revue, "Not Now John."

"Winter A-Go-Go" stars James Stacy and also stars Beverly Adams, Anthony Hayes, Jill Donohue, Duke Hobbie and Tom Nardini. Featured are the "Ski-Honeys," a bevy of bikini beauties, The Nooney Rickett Four and The Reflections.

HEAVENLY VALLEY

Lovely Heavenly Valley, on the south shore of Lake Tahoe, provided the spectacular, snow-covered exteriors for "Winter A-Go-Go," the Columbia Pictures release in color at the ..... Theatre.

"Winter A-Go-Go" stars James Stacy, William Wellman, Jr., Beverly Adams, Anthony Hayes, Jill Donohue, Duke Hobbie and Tom Nardini. Reno Carell produced with Richard Benedict directing from a screenplay by Bob Kanter, based on an original story by Carell.

(Mat 1C; Still No. R588) Cute little Judy Parker manages to build up the romantic ego of Tom Nardini in this scene from "Winter A-Go-Go," new Columbia Pictures release in color about the "go-go" set on the ski-slopes of Lake Tahoe.

JAMES STACY

James Stacy is an athletic, handsome young actor who once worked as a ski instructor in Switzerland and Austria. Which is not the sole reason he currently is starred at the ..... Theatre in Columbia Pictures' "Winter A-Go-Go," but it helped.

"Winter A-Go-Go," in Columbia color, is a swift-paced, music-loaded story of the go-go set—boys and girls!—on the ski-slopes of Lake Tahoe. Also starred in the film, which has Stacy as a ski instructor and manager of a ski lodge owned by a friend, are William Wellman, Jr., Beverly Adams, Anthony Hayes, Jill Donohue, Duke Hobbie and Tom Nardini. There are the "Ski-Honeys," a bevy of bikini beauties, and also featured are The Nooney Rickett Four and The Reflections.

Stacy's outdoor career includes not only that spell as a ski instructor but pack trips into the Sierras, motor and sail races in California and Hawaii and riding the rapids of the Colorado River. He has ridden the rails across the United States and Canada, earning his keep by peeling potatoes and washing dishes, and in Rome, after a freighter trip to Europe, he eked out his limited funds by working in the kitchen of a trattoria.

"Winter A-Go-Go" was directed by Richard Benedict and produced by Reno Carell. Carell wrote the original story and the screenplay was by Bob Kanter.

(Mat 1B; Still No. 7) William Wellman, Jr., and Beverly Adams are two of the young stars in the new Columbia Pictures release, "Winter A-Go-Go," which was filmed in color in Heavenly Valley, on the south shore of Lake Tahoe.

TOM NARDINI

Tom Nardini, one of the new young stars of "Winter A-Go-Go," Columbia Pictures release at the ..... Theatre in color, admits he's a ham.

"If I weren't," he smiles, "I wouldn't be in pictures today. It's quite a story." Tom tells it on himself:

"When I was a kid, my mother took me to a store for some clothes. Somehow I got lost, and executives took me into an office on the fourth floor and broadcast my description all over the joint. The broadcast hit every floor and I loved it. I was important for the first time in my life. Boy, I was living. That was the moment I realized I wanted to be an actor. I never had it so good. I was important man."

Tom started acting as soon as he could, as a kid in school plays in his native Inglewood, California. His group put on some Shakesperian plays in Hollywood, which won him a part in a "Mr. Novak" television show at MGM. Other "Novaks" followed, and the lead in "The Lieutenant" and "My Three Sons."

Young Tom made his screen debut in "Cat Ballou," following which he was handed a starring role in "Winter A-Go-Go."

In "Winter A-Go-Go," Tom stars with James Stacy, William Wellman, Jr., Beverly Adams, Anthony Hayes, Jill Donohue, and Duke Hobbie.

(Mat 1A; Still No. R582) James Stacey and Julie Parrish are shown above in a scene from "Winter A-Go-Go," new Columbia Pictures release in color. The romantic comedy with music was filmed in Heavenly Valley, on the south shore of Lake Tahoe.

BEVERLY ADAMS

In all fairness, few legal secretaries look as beautiful as Beverly Adams. For that matter, so do few actresses. Miss Adams, who is one of the young stars in the exuberant "Winter A-Go-Go", now at the ..... Theatre in color, is a stunning, talented newcomer to the screen who formerly served as legal secretary to a Los Angeles Superior Court judge.

In addition to pounding a typewriter, she also did modeling and TV commercials, and that is how she came to take time out, one day, to hostess a teen-age fair. An agent saw her and asked her to go on an interview with Ozzie Nelson, who gave her the lead role in one of the "Ozzie and Harriet" episodes. Surprised and delighted at the quick turn of events, Beverly found herself playing other roles in episodes of "Burke's Law," "My Three Sons," "Channing," "The Red Skelton Show," "Bill Dana Show," "Dr. Kildare" and others.

"Winter A-Go-Go" also stars James Stacy, William Wellman, Jr., Anthony Hayes, Jill Donohue, Duke Hobbie and Tom Nardini.

JILL DONOHUE

Jill Donohue is tall, slender, green-eyed and blonde. A comparative newcomer to Hollywood, she currently is one of the new young stars in Columbia Pictures' "Winter A-Go-Go," at the ..... Theatre in color.

Jill comes by her grace and dramatic ability naturally. Her father is Jack Donohue, the former dancing star who is now a stage and television director, and her mother is Tutta Rolf, the one-time Scandinavian actress. Born shortly after the outbreak of World War II in stockholm, Sweden, while her father was fulfilling a professional engagement in Norway, Jill was educated in New York and in Southern California. She returned to Sweden to live with her mother who, some years earlier, had divorced her father and married Hasse Ekman, an actor-director. Jill enrolled in the Calleflyger School in Stockholm to study ballet and other forms of dancing. Later, she took dramatic lessons at the Royal Academy there.

ART DIRECTOR

Famed art director Walter Holscher is responsible for the magnificent sets of "Winter A-Go-Go," the Columbia release at the ..... Theatre in color.

Holscher won an Academy Award nomination for "Pal Joey", which starred Frank Sinatra, Kim Novak and Rita Hayworth, and also did the art direction on such films as "Song Without End," "Cry For Happy" and "Me and the Colonel."

PRINTED IN U. S. A.

FLASH!

Murray the 'K', popular radio and television Pied Piper of today's swinging youth market, is spokesman for the "Winter A-Go-Go" radio spots!

They'll get your message!

Order radio spots from your Columbia Exchange!

◀ ◀ *Lift Flap for Additional Exploitation, Accessories, Selling Aids*

Accessories

SIX SHEET

ONE SHEET

THREE SHEET

- 6 SHEET
- 3 SHEET
- SLIDE
- 22 x 28
- 8 11 x 14's
- 1 SHEET
- STILL SETS
- INSERT CARD
- UTILITY MAT
- TRAILER
- 30 x 40, 40 x 60, 24 x 60 and 24 x 82 DISPLAYS

Order From National Screen Service

Selling Aids

TRANSCRIPTIONS Murray the 'K' spots described elsewhere in this pressbook!

TV TRAILERS Perfect for your TV campaign, with space for local announcer to add on theatre and playdate information. Also a final freeze for super-imposed visual credits, if desired. Order from your Columbia exchange.

TELOPS Information about telops, style and prices, may be obtained by writing direct to QQ Title Card Co., 247 W. 46th Street, New York, N. Y. 10036.

NATIONAL FLAG DISPLAYS 3 pc. Streamer, $21.50; DeLuxe Sectional Valance, $2.15 per running foot—minimum length, 10 feet; Usher Badges, 50c; 9' x 12' Flags or Wall Banners, single-faced, $80., double-faced, $145. Order from National Screen Service.

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